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Message Text

UNCLASSIFIED

PAGE 01 STATE 126546
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 R

DRAFTED BY COM/BED/OIM/HHLINDSTROM, CMM/LFM
APPROVED BY EB/OCA/CM/SPHARRIS
COM/BED/OIM/GKNOWLES
COM/BED/OIM/CGENDREAU
COM/ITA/RGOOTENBERG
COM/BED/OIM/DM/CJBARRETT
EUR/RPE/RLAMANTIA
----------023756 190922Z /13
R 181901Z MAY 78
FM SECSTATE WASHDC
TO AMEMBASSY MADRID
INFO AMCONSUL BARCELONA
AMCONSUL MILAN

UNCLAS STATE 126546

E.O. 11652: N/A

TAGS:BEXP, SP, IT

SUBJECT: FY 1980 PROMOTION EVENT SCHEDULE

1. FOLLOWING IS PLANNED FY 1980 COMMERCE PROMOTION EVENT SCHEDULE PROVIDED FOR POST'S REVIEW AND COMMENT. SCHEDULE HAS BEEN DEVELOPED ON BASIS OF ANALYSIS OF MARKETING FACTORS INCLUDING PRIOR INPUT AND RECOMMENDATIONS AND IS CONFLICT-FREE, INSOFAR AS WE ARE AWARE. POST IS REQUESTED TO UNDERTAKE REVIEW THIS SCHEDULE AND TO CABLE OBSERVATIONS TO REACH WASHINGTON BY MAY 31, 1978.

2. A. SONIMAG, BARCELONA, OCTOBER 1979, EXHIBITION, TO BE STAGED BY MILAN INTERNATIONAL MARKETING CENTER (MIMC) PRODUCTS: ADVANCED ELECTRONIC COMPONENTS, MICROWAVE COM-
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PONENTS, ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIPMENT, DATA TRANSMISSION EQUIPMENT. FORTY PARTICIPANTS.

B. SEMINAR TRADE MISSION, ENERGY SYSTEMS, MAY 1980.

C. VIDEO TAPE RECORDING (VTR) CATALOG EXHIBITION FOOD

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PROCESSING, PACKAGING, MARCH 1980, LOCATION TO BE DETER-
MINED.

D. CATALOG EXHIBITION, INSTRUMENTALIA/EXPOMEDICA,
BARCELONA, OCTOBER 1979. MEDICAL EQUIPMENT, BIOMEDICAL
LABORATORY EQUIPMENT.

3. WOULD APPRECIATE POSTS' POLLING THREE AGENTS EACH
PRODUCT CATEGORY SUGGESTED FOR SONIMAG TO OBTAIN THEIR
COMMENTS. CURRENT FEES FOR INTERNATIONAL MARKETING CENTER
EXHIBITIONS ARE TWENTY FIVE HUNDRED DOLLARS FOR OLD-TO-
MARKET FIRMS AND TWELVE HUNDRED FOR NEW-TO-MARKET FIRMS.
VANCE

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NNN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 18 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE126546
Document Source: CORE
Document Unique ID: 00
Drafter: BED/OIM/HHLINDSTROM, CMM/LFM
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780210-1154
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780544/aaaabkuv.tel
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Litigation History:
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Message ID: dcb9309b-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2648688
Secure: OPEN
Status: NATIVE
Subject: FY 1980 PROMOTION EVENT SCHEDULE
TAGS: BEXP, SP, IT
To: MADRID
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/dcb9309b-c288-dd11-92da-001cc4696bcc
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